Suggestions for HOME DECORATION

Published by
HENRY BOSCH CO.
CHICAGO · NEW YORK · BOSTON · NEWARK

SUGGESTIONS FOR HOME DECORATION

1930

This interesting and colorful wallpaper in the very popular diagonal stripe makes a most excellent hall and is equally effective in living room or dining room. Pattern No. 413, Book C — printed in light resisting colors. Conforms to Specifications No. C. S. 16 – 29 U. S. Dept. of Commerce.

Suggestions

FOR HOME DECORATION

Published by Henry Bosch Co.

GOOD WALLPAPER SINCE 1879

Actual Color Reproductions of Papered Rooms

WHILE IT IS THE PURPOSE OF THIS BOOK TO GIVE MANY HELPFUL SUGGESTIONS COVERING ALL PHASES OF HOME DECORATION, IT HAS BEEN PREPARED PRIMARILY FROM THE WALLPAPER VIEWPOINT. IT IS OUR HOPE THAT THE READERS WILL CATCH THE SPIRIT OF OUR INTENT, NAMELY, TO IMPRESS MORE FIRMLY ON THE MINDS OF HOME OWNERS THE FACT THAT THE WALLS OF THE HOME ARE A FAR MORE IMPORTANT FACTOR IN CONSIDERING PROPER INTERIOR DECORATION THAN IS USUALLY OBSERVED. AS THE WALLS FORM THE LARGEST AREA OF THE ROOM THEY ARE OF PRIME IMPORTANCE IN THE ENTIRE DECORATIVE SCHEME

Price One Dollar

HENRY BOSCH COMPANY

Chicago - New York - Boston - Newark

HENRY BOSCH COMPANY *was founded in 1879 by Henry Bosch, Sr. He was a native of Amsterdam, Holland, and came to the United States in the early 60's. He immediately sought and acquired full citizenship. After some years of hard work he opened a small wallpaper and paint store in Chicago. Here was laid the foundation of the present business, which has prospered through fifty years. In Chicago in 1921 was built a large modern factory covering many acres and producing over fifteen million rolls of wallpaper annually. Here also are the general offices and showrooms. Other stores with complete stocks and beautiful showrooms are also maintained in New York City, Boston, Mass., and Newark, N. J. The policies of service, fair dealing, and enterprise established by the founder remain today the foundation principles of the business, which is being carried on by the second and third generations.*

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CHICAGO

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Hewitt

The favored decoration for halls is wallpaper. It agreeably breaks up long wall spaces and brings cheer and brightness. For the attractive effect shown here use No. 6891, 90c per single roll — a popular taupe coloring. Or if you prefer a charming new green No. 6937 — 75c per single roll.

This modern colorful wallpaper will help create a delightfully cheery and genial atmosphere in living room, hall or dining room. Printed with light resisting colors it is dependable for long wear. Pattern No. 327, Book B. Conforms to Specifications No. C. S. 16 – 29 U. S. Dept. of Commerce.

What a distinctly modern, colorful atmosphere may be given to your living room, dining room or hall by the use of pattern No. 458, Book C. The beautifully blended colors are light resisting to insure durability. Conforms to Specifications No. C. S. 16 – 29 U. S. Dept. of Commerce.

THE SELECTION AND USE OF WALLPAPER

Choose the Wallpaper First, Before Thinking of the Selection of Curtains, Floor or Furniture Coverings

NANCY McCLELLAND

I LIKE wallpaper. I like to live with its freshness and gaiety. It has a charm for me that comes not only from the fact that I know it is something that can be changed as often as necessary to keep it always immaculate, but also from the fact that, in its many different forms, there are infinite possibilities for rooms that depend on it for their decoration. It is continually astonishing to find that with a simple roll of wallpaper, an artistic design and a few good colors, something can be made that takes the place of richer and more costly materials, giving endless pleasure and satisfaction where it is properly used.

I find that the majority of people give too little thought to the selection of wallpapers, and, when they are once chosen, give too little thought to their best use in the rooms for which they are destined. A woman who takes weeks to plan a dress, with infinite care as to the details of color and accessories, will give half an hour to picking out papers for half a dozen rooms. It does not occur to her that the dress will be altered or given away, or disposed of somehow in a few months, when it is out of fashion, but that wallpaper fashions do not change in the same way, and that the paper may be there on the wall for several years, if it is a good paper and is properly cared for.

Whatever we put into our houses deserves care in selection, for we are to live with it, day in and day out; it plays its part in our lives, influencing taste and ideas in a way that is often unconscious, but lasting. Walls, above all, deserve careful consideration, for they are the architectural background of the room. We can utterly degrade their dignity by the use of unsuitable or inappropriate decoration. So it is more than necessary to give this question study and thought.

I shall say first the thing that must be done first in the decoration of a room. *Choose the wallpaper first, before thinking of curtains or furniture coverings, or even floor coverings.*

To have a harmonious room that is mellow and charming in its effect, there must be a keynote. In papered rooms, the wallpaper should be the keynote. After it has been selected, the curtains and other things in the room should be chosen to harmonize with the wall decoration.

There may be cases of refurnishing where this is not possible. Then it may be found more difficult to choose a wallpaper to suit the room: Yet even this can be accomplished with care and patience in selection. The man who sells wallpaper today generally knows something about decoration. He will be able to give counsel and advice, and it is always possible to "try the wallpaper in the room" by means of hanging up samples, before making a final selection.

The second thing of importance in this question of wallpaper is the question of the paint in the room. This matter is often overlooked. Yet it is a fact that the color of the woodwork or the window and door trims in a room can spoil the effect of the paper if the two are not carefully assorted. A wallpaper that is supplemented and completed by the color of the paint in the room is a paper that is flattered and inspired to do its best. If it is used with a color that has no relation to it, the room is only half-way finished.

A safe rule to follow in the case of papered rooms is to make the paint the color of the ground of the wallpaper. But often there are more interesting and subtle effects that may be obtained by choosing one of the colors in the design of the paper and using it in combination or contrast. The ceiling of the room must also be considered as part of the color scheme of the room, which will not be completed if the lid of the box is left a staring white. If it does not seem desirable to tint the ceiling a paler shade of the color used for the woodtrim, it may be tinted cream or some other neutral color that harmonizes with the general scheme.

The importance of this question of paint is only secondary to the choice of the wallpaper, and cannot be overestimated. Neglect or ignorance of this simple precaution has ruined rooms with papered walls that might otherwise have been delightful.

In choosing the wallpaper, we must first decide whether we want it to be the background for the room, or whether we want it to be the decoration in itself. The solution of this question may be said to be the secret of the successful choice of wallpaper, and it is a problem that is often solved by the simple matter of one's possessions. For example, have you a number of good pictures that are to be hung on the walls? You will, of course in this case, choose a paper that will make a background for them. You will not want bold designs, nor brilliant colors that will detract from the pictures, and make a disturbing contrast.

On the other hand, it may be possible that you are just starting housekeeping, and that the wedding presents are the chief outfit for the home. In this case there will be sure to be gaps, and then, I think, you will want a wallpaper that is a decoration in itself, which will aid in furnishing your rooms, and take away the bare look that the walls would have without it. There are many of these charming papers, conceived in the

NANCY McCLELLAND

Miss Nancy V. McClelland was born in Poughkeepsie, New York, and after graduating from Vassar College studied the decorative arts in Paris with a special interest in wallpaper. Her book "Historic Wallpapers" which is in general use in colleges and libraries throughout the country is esteemed the best reference work available on the subject and the most complete history of this popular wall covering ever written.

Miss McClelland, as a recognized authority in her field, was accorded the honor of writing the article on wallpaper for the new Encyclopaedia Britannica just published.

Chinese fashion which has always been so popular in England; or in the French fashion, such as the papers that were brought over for our grandmothers' houses.

But there is more to the selection of a wallpaper than the question of design. There is the important matter of color. There is the question of the fashion of how the wallpaper is to be used in the room. There is the question of its harmony with adjoining rooms. And all of these matters must be considered in their turn.

Color is so much a matter of personal taste that it is most difficult to give advice, outside of the rules of decoration that are general rather than particular. It is a well-known fact, for instance, that certain colors are cold and others are warm in their effect. It is only reasonable, then, to suggest that warm colors should be put in rooms that have a cold exposure, and cool colors in rooms with a southern exposure.

The weight of the furnishings of the room has much to do with the strength of the color that can be used. For example, a library may have bookcases all around the walls, and part way up the walls. These bookcases will be filled with books, whose color and heaviness give a strong accent in the room. You are looking for a paper to fill the space between the top of the bookcases and the ceiling. Unless the room is an early American room with white paint, you would not think of putting a pale, delicate paper here. Either in texture or in color or in design, the wallpaper for this room must suggest strength. There are many papers that represent woven stuffs, with small, almost invisible designs, that would serve the purpose in this room. Against such a paper can be hung the prints or pictures that always go with a book room, and everything in the room will find its proper value. Or a much darker paper than is possible to use in other rooms can be used here, because of the weight of the rest of the room.

In a bedroom, the problem is entirely different. Here you will want something that is light and cheerful and gay, for a bedroom is a place where you will spend days of illness as well as days of health. Here you may care to have one of the designs of the old "Chintz papers" which will flood the room with the feeling of a flower garden, and give a pleasant feeling of perpetual Summer.

In a dining room, there is a different question. In this room there are seldom high pieces of furniture, and so wallpaper with a highly decorative design can be used to great advantage.

The hall that runs between rooms of different designs and different colorings, may very well be planned as a neutral belt, to hold them all together. Greater liberty is thus permitted to the rooms on both sides. Two rooms opening into each other with wide door spaces will gain dignity if they are treated in similar fashion, or if the color schemes in curtains and upholstery are reversed, even when the same wallpaper is on the walls of both rooms. This is particularly important for apartments.

I think that we are becoming more wise in our choice of wallpapers, and we are using much more imagination about putting them on the walls in attractive fashion. It is only lately that the fashion of partly papered walls has returned to use, although in the heyday of wallpapers in the eighteenth century, this was the architectural employment that was made. In this country, wallpaper has generally been put on from one end of the wall to the other, without a break. Today, if the architecture of the room permits, and if the design of the paper is in accord, it is often used in panels, outlined with a small picture moulding or with a paper border that takes the place of a moulding. But not every paper is adapted for this use. There must be a design that is interesting enough to justify putting the paper into panel form. An insignificant pattern, that is repeated without variation, has no meaning in panel form. Many of the small landscape medallions, however, and many of the flower designs that are good in composition can be very effectively used this way.

These partially papered rooms have great charm if they are done in combination with wood-paneling, like the old rooms, setting the paper into the panels left vacant for some decoration by the design of the woodwork.

Another form of what we may call partial papering is paneling with paper borders, a method in which the panels, planned with due consideration for the size and shape of the wall spaces, are outlined simply with a border of printed wallpaper. This border may have color in its design, or it may be in sepia or gray, to represent a wood moulding. On a cream colored wall, for example, a border could be used with rose color in the design, to make a bedroom whose curtains and bed hangings might be of toile de Jouy in the same colors. The effect of such an arrangement is clean-looking, dainty, and very agreeable.

There is today a different wallpaper, and a different design of wallpaper for every room in the house, not excepting the kitchen and the bathroom, for which special sanitary papers have recently been designed. (This, however, does not prevent the use of any ordinary wallpaper in these latter rooms, for it can be lacquered to make it impermeable to steam and moisture.)

The entrance hall has its own sort of wallpaper, which may sometimes be a marbleized design, or a trellis, or, as is popular lately in New York apartments, a panel or two of gay scenic paper. The living room has a wide choice of wallpapers, which will be chosen to suit the treatment of the room, according to its purpose, whether it is to be like an English morning room, or a more formal place.

The dining room, as we have said, is the spot *par excellence* for a very decorative paper, preferably a scenic paper, which has great interest in a room of this sort. The bedrooms are embarrassed by a choice today among all the beautiful designs that are being produced. And even the nursery, the playroom, and the halls of the upper floors are planned for in the collections of wallpapers made for the modern house.

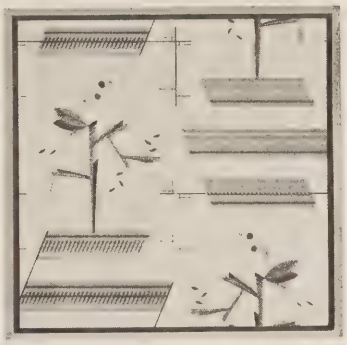
With the excellent collections of wallpapers that are being made in America, and the wide variety of choice that is possible, it is only necessary to have the seeing eye and the cultivated taste to choose the perfect decoration for every need.

Of course the breakfast room or even the average dining room demands its gay note of color — admirably supplied by pattern No. 444, Book C. The light resisting colors used will long retain their brightness. Conforms to Specifications No. C. S. 16—29 U. S. Dept. of Commerce.

Painted woodwork adds to the charm of the wallpaper used in this dining room. The pattern, No. 126, Book B, is excellent also for halls or living rooms. The Linowall base appropriately painted is very decorative.

POPULAR PATTERNS FOR HALL DECORATION

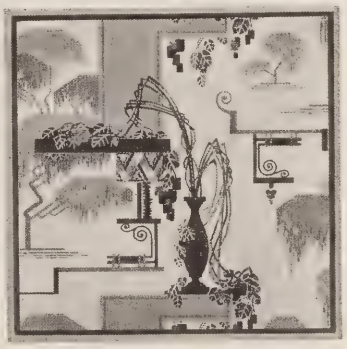
Duryea



For a modern hall. Silver ground, jade green design. No. 6860, $1.75 per single roll. Border 9860, 6c per yard.

Hewitt

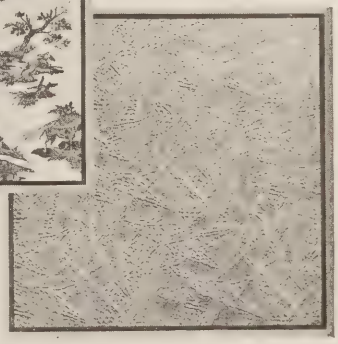
Excellent hall paper of the much favored Early American type. A pattern that has both character and dignity — makes a light, cheerful room with its antique ivory ground and colonial gray design. No. H. D. 7986, $2.00 per single roll.



Graceful design in rose, blue, green—polychrome ground. Wall No. 6842, $1.60 per single roll. Border No. 9842, 10c a yd.

Toile de Jouy. Ivory chambray ground, green overprint. No. 6868, $1.00 per single roll. An interesting and effective pattern.

A gay floral wallpaper combined with the clean freshness of enameled or painted woodwork relieves many a dark hall of its gloomy appearance. Pattern No. 450 in the Bosch sample books—embossed ivory ground with attractive design in orchid, rose and bluish green is an excellent hall paper. White or ivory woodwork—or green matching color in paper, is suitable.

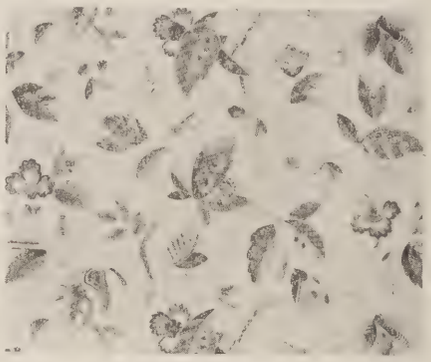


Embossed plastic paper, polychrome ground, green predominating. No. 6800, $1.90 per single roll. Gives rough plaster effect without its many disadvantages.

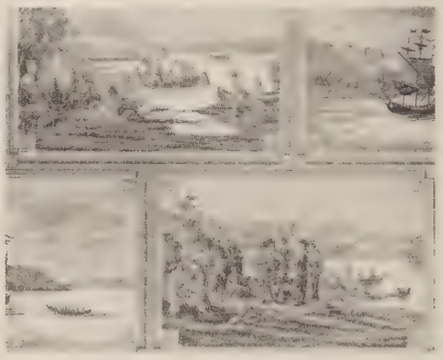
MODERN DINING ROOM DECORATION

Above: There's a dignity about the design and a rare charm of coloring—soft blue, red, yellow and green on a light taupe background. A most satisfactory paper for a dining room. May be also used effectively for halls.
Wall No. 6831, $2.00 per single roll. Base, taupe coloring, parquet pattern, No. 6808, $1.00 per single roll. Border for top and above base, No. 9981, 12c per yard.

Below Left: The Wimbledon—for dining or living room. Ivory mottled wall No. H. D. 7082, $1.20 per single roll. Styling No. H. D. 9949, 35c per yard, Corners No. H. D. 9950, 50c each—green, orange, blue and tan.
Below Right: The Carnsforth. Mottled ecru wall No. H. D. 7070, $3.50 per roll. Decoration—orchid, blue and orange No. H. D. 9956, $10.00 per roll of one strip each, pilaster, frieze and panel base.



Excellent dining room pattern. Taupe parquet ground with design in blue, green and orchid. No. 6833, $1.50 per single roll.



Striking new design for dining room or hall. Ground, warm ivory, overprint in sepia. No. 6801, $1.90 per single roll.

Above: A very effective landscape pattern for dining room, in blended colors of gray, blue, sepia and ivory. A paper that is made by the new Namolac process—colors are fast and the surface cleanable. Wall No. 6806, $1.25 per single roll. Border No. 9806, 16c per yd.

Below: A gay little breakfast room in which to start the day right. Pattern No. 184 in the Bosch sample books with its cheerful coloring and appropriate design is fine for a room of this type. Another one you are sure to like is pattern No. 331.

Handsome library, living room or dining room screen. Shows popular map pattern—the other side, ship design. Greatest height of screen 68 inches—panels 19⅞ inches wide. Double hinges. Plain screen, wood frame covered with special plaster board, not papered, $20.00. Papered as above $40.00. Map Pattern No. H. D. 7225, $5.00 per single roll.

Hewitt

BEAUTY IN BEDROOM DECORATION

Hewitt

Above: Florals with their pastel colorings make dainty bedrooms. Having its white background relieved by a narrow faint gray stripe and posies in yellow, rose and green, pattern No. H. D. 7178, 65c per roll will give the charming effect shown here. Another pattern you will like is No. 291 in our sample books.

Below: Decorated ceilings are ornamental. In white—Filler (pattern shown) No. H. D. 7131, $1.00 per single roll. Band No. 9943, 10c per yard. Corners No. 9944, 20c each. In cream—Filler (rose pattern) No. H. D. 7130, $1.00 per single roll. Border No. 9945, 10c a yd. Corners No. 9946, 20c each.

For a cheerful bedroom. Ivory ground with green, yellow, red and blue design. Wall No. 6906, 75c per single roll. Border No. 9906, 8c per yard.

Graceful modern design—light gray background with flowers and foliage in natural colors. Wall No. 6936, 65c per single roll. Border No. 9936, 10c per yard.

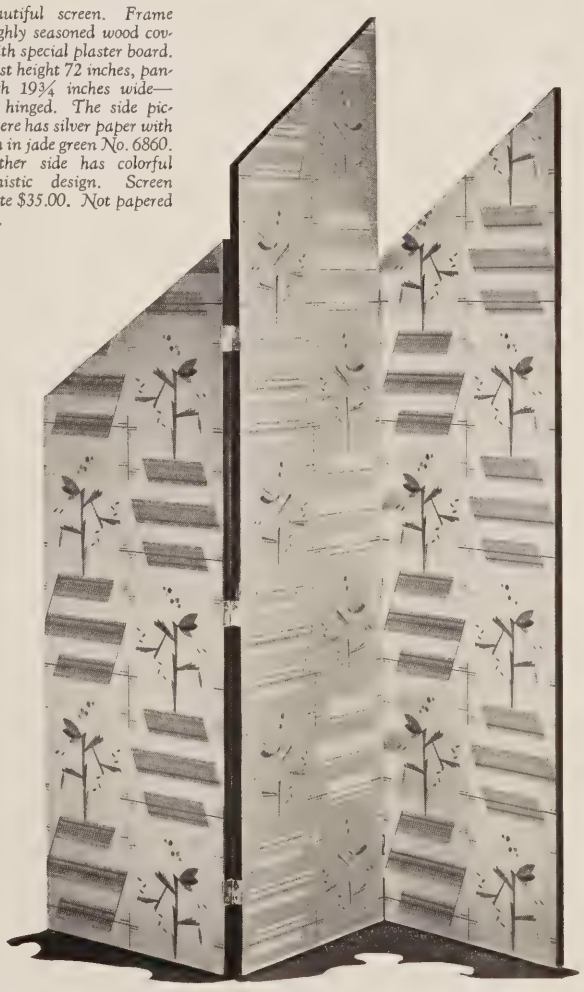
Duryea

Many types of decoration have their day of popularity and then pass on but the Colonial never loses its charm. You can get this delightful atmosphere with our pattern No. H.D.7223, $2.00 per single roll. A delicate trellis pattern on a pale cream ground, florals in pale orchid, rose, tan and green. No. H.D.7234, green ground, same pattern, same price.

The Newsome. Natural floral coloring, Ivory wall, No. 7124, 85c per single roll. Border No. 9947, 30c per yard. Drops No. 9948, 60c per set of three.

The Adelaide. Nasturtium coloring, green and ivory wall. Wall No. 6884, $1.20 per single roll. No. 9957, border, also suitable for styling, 25c per yard. Drops No. 9958, $1.00 per set of 1 pair corners, 2 small and 1 large drop.

A beautiful screen. Frame thoroughly seasoned wood covered with special plaster board. Greatest height 72 inches, panels each 19¾ inches wide—double hinged. The side pictured here has silver paper with pattern in jade green No. 6860. The other side has colorful modernistic design. Screen complete $35.00. Not papered $20.00.



A HOME TO WHICH WALLPAPER BRINGS AN ADDED CHARM

Above: As you pass through the broad hospitable doorway, the hall—with its colorful wallpaper of Colonial design—extends a cheerful greeting. Pattern No. H. D. 7098, $1.75 per single roll has an ivory ground with overprint in warm green. Woodwork in ivory enamel.

Below Left: The beauty and effect of spaciousness that a scenic such as Early America (see description page 29) gives to a living room is shown here. This historic wallpaper with its authentic scenes is not only very decorative but very interesting.

Below Right: The dining room is colorful, too, in this bright, pleasant home. Pattern No. H. D. 7092, $1.50 per single roll is a rich mulberry shade with warm ivory background showing through the design. Black and Ivory woodwork is most effectively used with this very attractive paper.

The Althaea (see page 26) with its delicate pastel colorings of rose and green is much more cheerful than bare, cold, white walls. Printed in oil colors, it's washable.

House Above: Henry Bosch Co.'s Weather Test Paint was wisely chosen for the exterior of this home. The hard, lustrous, gleaming white surface not only makes a fine appearance but has unusual durability.

A beautiful floral pattern makes a charming bedroom. No. 6915, 80c per single roll has cream background, design in taupe, red, black and tan.

The Garden of Flowers in dainty bedroom. Cream ground, flowers in softly blended colors. Set of 4 sheets each 40 inches wide, 12 feet high, $60.00.

The gay little flower pots filled with bright foliage and blossoms make pattern No. 430, Book C, an especially attractive wallpaper for bedrooms. Being printed with light resisting colors, it will not fade quickly. Conforms to Specifications No. C. S. 16—29 U. S. Dept. of Commerce.

The charming colors and the distinctively new design make the above pattern, No. 271, Book B, a happy choice of wallpaper for your bedroom. Its light resisting colors will well retain their beauty and freshness. Conforms to Specifications No. C. S. 16—29 U. S. Dept. of Commerce.

VERY MODERN WALLPAPERS

These papers are typical of today's mode and merit the attention of those seeking the distinctively new.

Left Top: An attractive design in jade green and orange with light taupe background. No. HD 7209, $1.50 per single roll.

Left Second: Flock paper. Iridescent ground, design in black. No. 6838, $4.70 per single roll. Also in green.

Right Top: Ivory embossed ground —quaint colorful Chinese design in green, yellow, red and blue. No. 6926, 85c per single roll.

Right Second: Chambray ground in ivory. Pattern in yellow, old rose and green. No. 6918, $1.50 per single roll.

Left Third: A particularly dainty pattern with warm ivory background and design printed in a delightful apricot shade. No. 6925, $1.50 per single roll.

Left Bottom: Pattern printed in orchid and green, brightened by touches of red, on ivory colored chambray ground. No. 6903, $1.40 per single roll.

Right Third: This paper achieves a decidedly smart effect by means of its gay colors and striking design. No. 6865, $1.30 per roll.

Right Bottom: A modification of the popular diagonal stripe. Ground, sand color, with design in soft green shades. No. 6887, $1.20 per single roll.

IN DINING ROOM BEDROOM OR BATH

These wallpapers with their color and variety capture the charm of the outdoors and bring it into the home.

Top: THE HOME GARDEN. An ideal decoration for bedrooms—light green ground with flowers in pink, orchid, etc. In Ivory or Beige ground suitable for living and dining rooms. Sold only in sets of 4 sheets, each 27 in. wide. 1—A, 1—B, 2—C sheets in set. $12.00 per set.

Left: THE ALTHAEA. One of the most popular bathroom patterns. Delicate green ground blocked in tile effect. Flowers in attractive rose shades, foliage in soft green. Printed in oil colors. Can be cleaned with damp sponge. Two sheets 1—A and 1—B in set—each sheet 40 in. wide, 5 ft. high, $2.00 per set.

Below: A BIT OF NEW ENGLAND. Beautiful new scenic for dining room or living room. Comes in sepia and pastel coloring, also natural coloring of foliage and water. Five sections—each 28 in. wide, 10½ feet high to set. Highest printed detail 5 feet. Sold in sets only, $80.00 per set.

Gives the effect of space and distance wherever used. Excellent for large rooms and invariably makes small rooms look larger.

A B C D E

Individuality and a colorful charm characterize dining rooms, living rooms or halls where this delightful landscape paper is used.

THE VALENCIA—A CLASSIC DESIGN

Very decorative new scenic wallpaper that achieves a particularly smart effect at moderate cost

THERE is a well deserved and steadily growing appreciation of the beauty and effectiveness of scenic papers. In Valencia we have a modern version of one of the fine old landscape patterns, suitable for dining room — as here illustrated — also for living room, library or hall where it is not necessary to carry the wall decoration up the stairway.

While it is particularly good with furniture of Colonial type it also makes a fine setting for many more modern styles. Can be used over a base as shown above — or without base. Printed in soft green, tan and other natural colorings on pastel background, Valencia will make an interesting and out-of-the-ordinary room in your home. Sold in sets of five sheets, A, B, C, D, E, each 40 in. wide and 80 in. high, $20.00 per set.

A beautiful decoration for bedrooms when used with painted woodwork.

Gives a most pleasing effect to the dining room or breakfast room.

A FLORAL SCENIC PAPER

"Maytime"

FOR BEDROOM OR DINING ROOM

A NEW floral scenic that is unusually graceful in design and charmingly colored in soft pastel shades. It will enhance the beauty of any room. While Maytime is very modern in character, it is not at all extreme, and successfully meets the vogue for color without introducing a glaring note. The colors — orchid, green, blue, ivory, etc., blend delightfully and offer wide latitude for choice in draperies, rugs and furnishings; so the chances are that Maytime will fit in most agreeably with your present hangings and furnishings, making a change unnecessary.

This scenic may also be used satisfactorily in dining rooms where the furniture is not of the heavy type and in breakfast rooms. It looks especially well hung over a base as here shown. There are four sheets, 1-A, 1-B, 1-C, 1-D to the set. Each sheet is 40 inches wide and 80 inches high, making 160 inches to the full repeat. Sold in sets only, $12.00 per set.

ADD COLOR AND INTEREST WITH SCENIC PAPERS

Scenic papers steadily grow in popularity. They are very decorative and may be effectively used in almost any room.

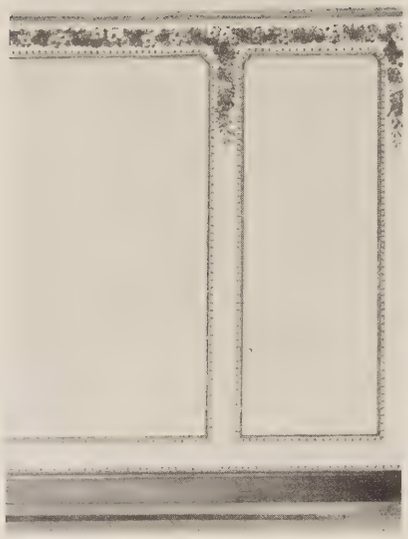
Top: THE FLAMINGO. Tropical in design and character and richly colorful with mingling of red, blue, green, rose, etc. Four sheets, each 40 inches wide and 80 inches high in set. Every other sheet interchangeable, making a very flexible pattern. Sold in sets of four sheets, A, B, C, and D, $16.00 per set.

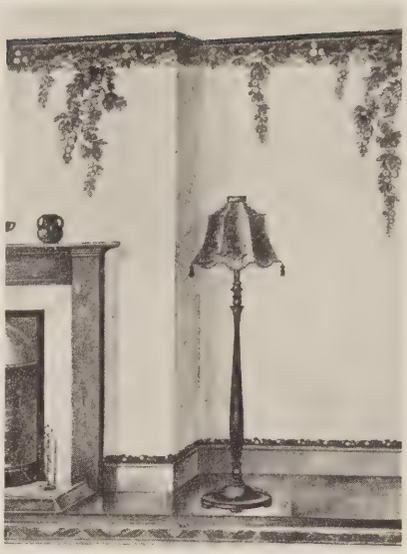
Right: MADAME BUTTERFLY. A very dainty bedroom decoration having the beauty of Chinese needlework as the inspiration of the design. Furnished in green, ivory or rose background with flowers and foliage in delicate pastel colors. Two sheets, each 40 inches wide and 80 inches high, to a set. Price $6.00 per set.

Below: EARLY AMERICA. An interesting new scenic showing authentic scenes and buildings in the ports of New York, Philadelphia, Boston and Charleston. Natural colorings. Eight strips, each 40 inches wide and 12 feet high to the set. Greatest height of printed detail, 6 feet, 3 inches. Sold in sets only. Price $180.00 per set.

THE BEDFORD

Very attractive decoration for living rooms, suitable for bedrooms also. Wall mottled ivory, flower design in orchid, apricot and green with touches of black. Wall No. 6820, $1.25 per single roll. Styling No. 9954, 25c per yard. Floral border No. 9953, 35c per yard. Drops No. 9955, 35c each.





THE DURLEY

An artistic and beautifully colored hand printed design. Colors blue, green, orchid, red and gold. Wall No. H. D. 7031, $1.70 per single roll. Border No. 9951, 60c per yard. Drops No. 9952 $1.20 per set of three. A set contains one 23 inch, one 18½ inch and one 9 inch drop.

NEW EFFECTS IN WALLPAPERS

Left: THE ROCK GARDEN—The blue, yellow and rose colored flowers bloom the year round. Decoration comes cut out. Wall No. H. D. 7070, $3.50 per single roll. Large Upgrowth, 21 in. wide, 4 ft. 3 in. high, $5.25. Small Upgrowth, 21 in. wide, 2 ft. 8 in. high, $3.75. Base, 21 in. high, $3.75 per yard.

Right: THE CACTUS—Very decorative. Charming combination of colors, orchid, green, orange and brown on ivory background. Comes cut out. Wall No. H. D. 7069, $3.50 per single roll. Set of four Upgrowths and 10 yards base border $60.00. Each Upgrowth 21 in. wide; heights 78, 55, 27 and 25 inches.

THE MELBOURNE

Medallions lend interest to paneled walls especially when they show such a happy color combination — black, orchid, blue, green and gold. Size 23 in. high, 20 in. wide. Mottled antique ivory wall No. H. D. 7008, 75c per single roll. Panel border No. 9960, 40c per yard. Medallion No. 9959, 75c each.

THE SOLWAY

For almost any room in the home this is suitable. Attractive color combination—antique ivory, orchid, soft green and orange. Wall No. 6864, 80c per single roll. Frieze No. 9961, 35c per yard. Drops No. 9962, 60c per set of three. One each 15½ in., 15 in. and 10 in. in set.

HIGHLY DECORATIVE

Above: MODERNE FANTASY. Effective for restaurants, tea rooms, etc. Set of three sheets (interchangeable) each 40 in. wide, 80 in. high, $15.00.

Above: SEA WEED. Exceedingly appropriate decoration for bathroom. Per set of two sheets — each 40 in. wide, 60 in. high, $2.00.

Left: WATER LILY. Colorful and charming design. Per set of two sheets, each 40 in. wide and 60 in. high, $2.00.

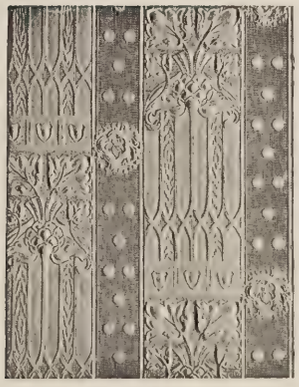
New standards of beauty demand both color and design in the bathroom. Here wallpaper plays an important role. Bright and cheerful is pattern No. 213, Book C, above the painted rail — below is Linowall painted to harmonize.

LIN-O-WALL

Some New Patterns in This Lasting Decoration for Walls and Dados That Hang Easily and Clean Readily. Samples of Lin-o-wall Sent on Request

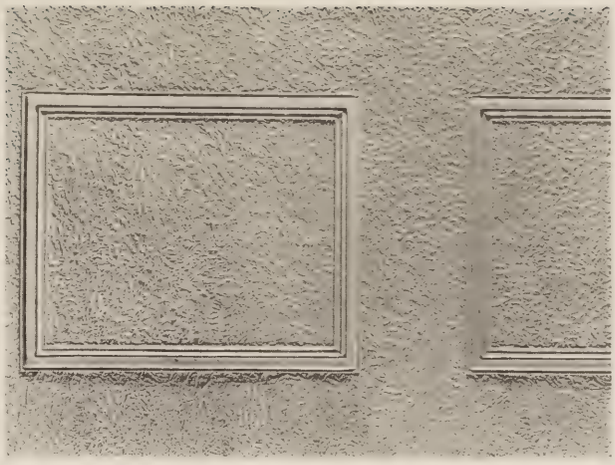
No. 175—Travertine Stone
Width, 19¾ in. Price per 8-yd. roll, $2.40
Color: SPI. White design on grey ground

No. 273
Width, 19¾ in. Price per 8-yd. roll, $2.40
Color: W. White

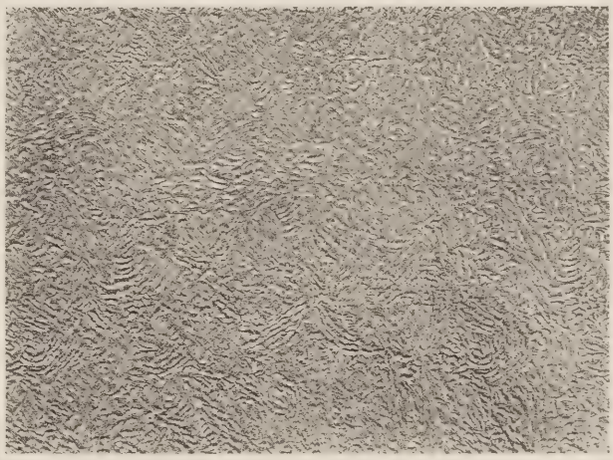


No. 365
Width, 19¾ in.
Price per 8-yd. roll, $2.40
Color: FN. Med. Brown
SG. Caen Stone

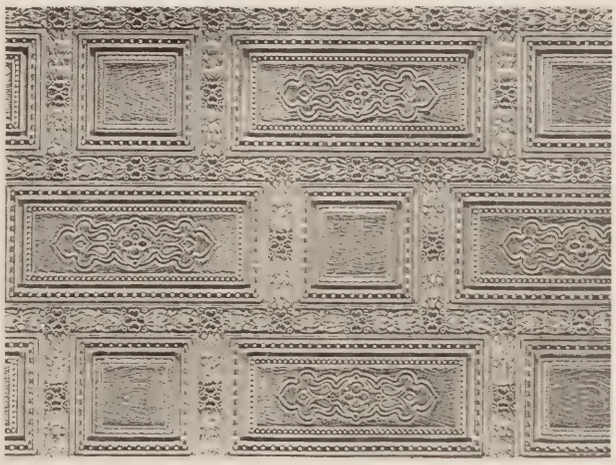
No. 358
Width, 19¾ in.
Price per 8-yd. roll, $2.40
Color: F. Oak
SG. Caen Stone



No. 146—Panel Dado
Width, 19¾ in. Price per 8-yd. roll, $2.40
Color: W. White



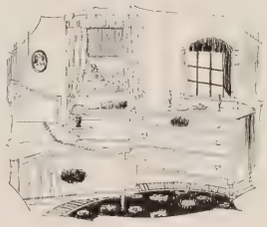
No. 157—Spanish Plaster Effect
Width, 19¾ in. Price per 8-yd. roll, $2.40
Color: W. White



No. 174—Panel Dado
Width, 19¾ in. Price per 8-yd. roll, $2.40
Color: W. White

HENRY BOSCH CO.'S FLAT WALL PAINT

Gives Walls a Soft, Velvety, Colorful Finish



THE demand today is for color—color everywhere! Colorful living rooms, colorful dining rooms, colorful halls, colorful bedrooms, colorful bathrooms and kitchens. And color is easily introduced into the various rooms of a home through painted walls. The old-time hard, glossy effect with its unpleasant glare is no longer wanted; modern decorating calls for a soft, velvety, even, smooth finish such as produced by Henry Bosch Co.'s Flat Wall Paint.

It comes in a great variety of popular shades to meet modern requirements—and of course in white also. For halls, living rooms, dining rooms and kitchens there is buff, yellow tan, old rose, olive green, chocolate brown, pea green, autumn brown, canary yellow or delft blue. Then for bedrooms and bathrooms there is a wonderful choice of the delicate pastel shades such as silver gray, pink, orchid, shell pink, deep cream, ivory, pale azure, pearl gray, pale green. Any combination of colors in rugs or draperies can be suitably and harmoniously matched up when you look over Henry Bosch Co.'s Flat Wall Paint color card.

If you do not want your walls entirely plain, many attractive finishes can easily be made with two or more colors of the paint. First, a foundation coat of any desired color is applied and when this has thoroughly dried, a coat of contrasting color is put on. While this coat is still wet, a stippling brush, a sponge, crumpled paper, etc., is used to make the desired stippled or mottled effect. Many of these attractive finishes such as the Green Rubber Stipple, Orange Sponge Stipple, Tan Paper Stipple, Tan Blend Effect, Blue Drag Effect, Metallic Sponge Effect, Green Cloth Stipple and Tan Rolled Stipple are shown by the finished panels in our Paint and Varnish Style Book.

One of the great advantages of Henry Bosch Co.'s Flat Wall Paint is its uniformity. Where paint dries flat in some places and glossy in others, there is an undesirable spotty look about the walls, but our Flat Wall Paint dries with a consistently flat, satiny surface and does not show laps or brush marks. The finished wall is a joy to look at with its soft, even effect.

Flat Wall Paint may be applied over walls that have already been painted. If the surface is in good condition ordinarily one coat is sufficient unless you are using a light shade over a dark surface and in that case two coats will be necessary for a good job. Where plastered walls have not been painted it is desirable to add a quart of our Flint-Like Varnish to each gallon of Flat Wall Paint for the first coat. This does away with the necessity of a separate sizing coat and is an economical and reliable method.

See How the Finished Walls Will Look

Ask your decorator to show you Henry Bosch Company's Paint & Varnish Style Book and select the finish you like best. The book contains thirteen panels showing the popular wall effects that can be made by using our Flat Wall Paint. There are also panels showing the beautiful effect of Premere Enamel—the lustrous white surface of Weather-Test Paint—and the fine glossy floor Flint-Like Varnish makes.

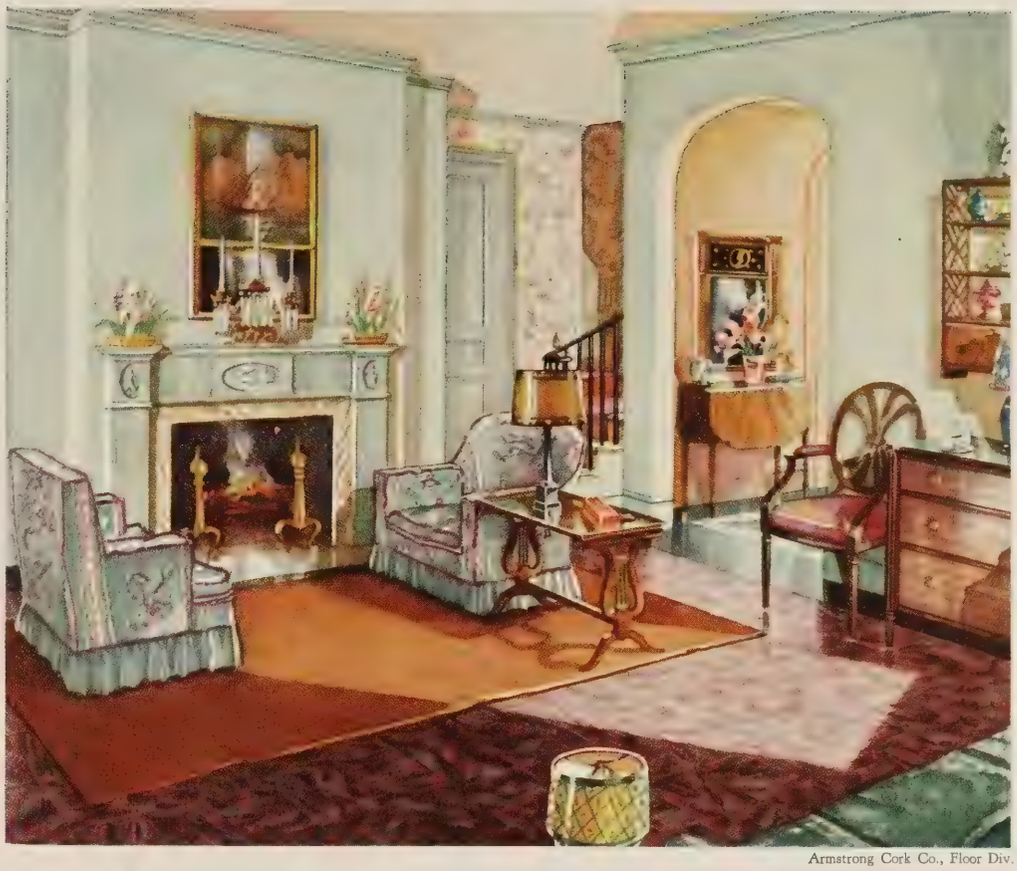
As a radiator finish, Henry Bosch Co.'s Flat Wall Paint is extensively used. It is now the approved style to have the radiators match the walls or woodwork in color and the many shades offered make the selection of an appropriate color easy. Research has shown that radiators finished with flat paint throw out considerably more heat than those with a bronze or metallic coating, so the choice is a wise one from a standpoint of economy as well as beauty.

OUR GUARANTEE

Henry Bosch Co.'s Flat Wall Paint is made of carefully tested, thoroughly dependable materials such as we know by long experience are best for a paint of this kind.

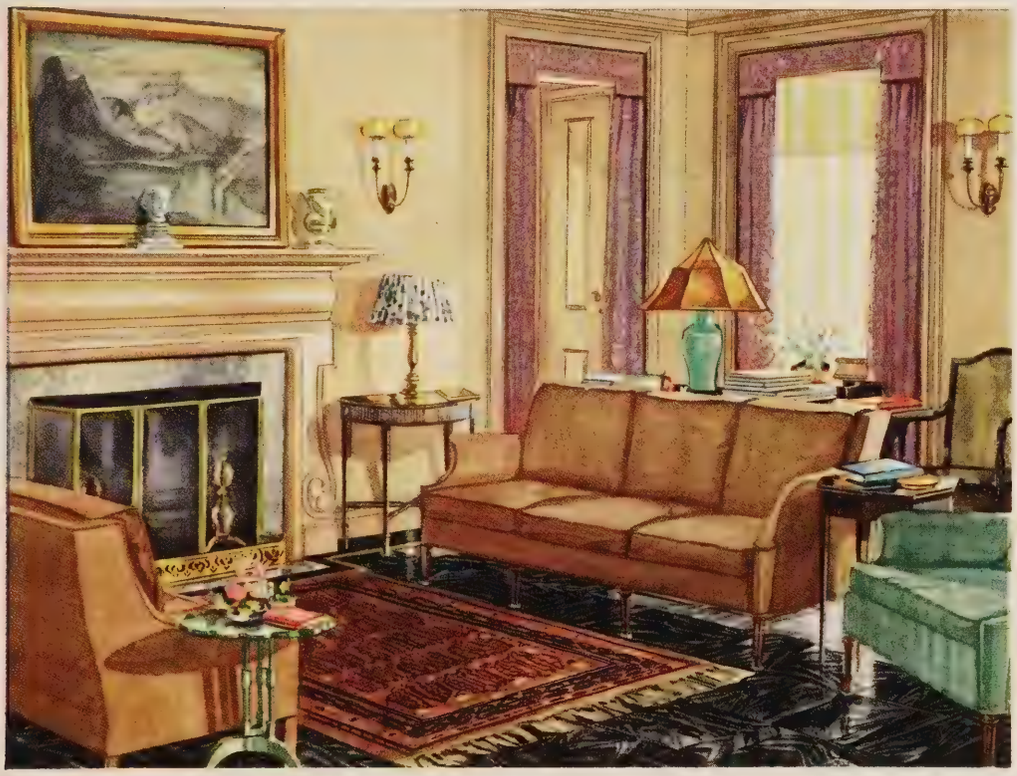
We guarantee that it will not peel or check when applied according to directions even after the application of two or three coats.

Bright, fresh and clean looking blue is one of the most popular colors. The use of No. 28 Sky Blue, Henry Bosch Co.'s Flat Wall Paint will give the effect shown here. It dries with a uniformly flat, velvety surface that is most pleasing and does not show laps or streaks.



Armstrong Cork Co., Floor Div.

ROOMS TAKE ON A MODERN CHEERFULNESS

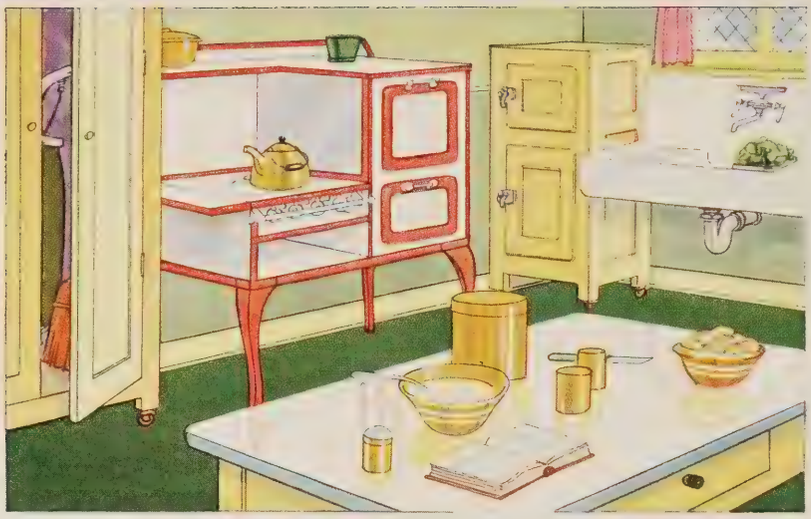


Armstrong Cork Co., Floor Div.

A discriminating choice of color for the walls of a living room is No. 59 Yellow Tan, Henry Bosch Co.'s Flat Wall Paint. It makes a background against which furniture and hangings in many of the present day bright shades may be displayed to excellent advantage. Henry Bosch Co.'s Flat Wall Paint card with its twenty attractive, desirable colors and white, gives you a wide choice for any of the rooms in your home.

PAINTED FURNITURE
For Colorful Effects

Touches of bright color give the house a cheerful air that is most inspiring. You can transform dull furniture and bric-a-brac with Batik (4 hour) Enamel. Ask your decorator to show the color card.

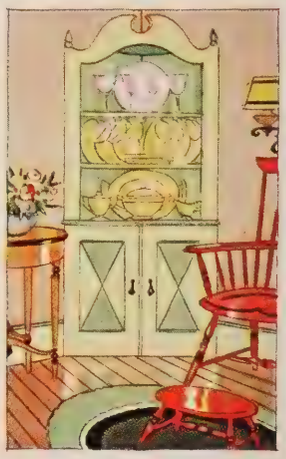


Above: The kitchen can be made a pleasant place. Old Ivory Batik is the prevailing shade with a touch of Azure Blue.

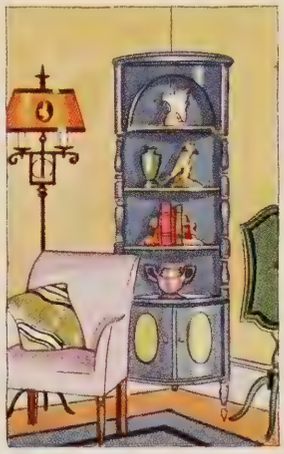
Refinished in Mandarin Red with Turquoise Green drawers trimmed in Black, this chest is not only very useful but decorative.

Left: Azure Blue is the key-note of this little girl's bedroom. Many soft, dainty tones are to be had with Batik.

Right: Nanking Green and Old Ivory decorate this cupboard and make an agreeable background for colorful glass and china. The chair and foot stool are done with Orange and Black Batik.

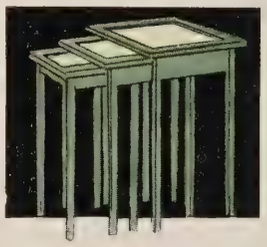


These beautiful effects can be yours — with Batik Enamel. It's so easy to use — flows on smoothly and dries in four hours. No danger of affecting or softening up old finish.



Above: Haviland Blue and Virginia Buff combine well on this cabinet. For the table Turquoise Green with Black stripe.

Right: Corners become cozy with a cupboard like this. Turquoise Green and Calcutta Buff give the desired effect — Let your decorator show you other Batik color schemes.



Left: Mist Blue, Old Ivory, a touch of Mandarin Red and Black attractively decorate this table.

Right: The popular combination of Haviland Blue and Old Ivory Batik looks well on a chair.

Above Right: Tops Ivory, legs and sides Turquoise Green. The Batik card gives other color combinations.

Right: Even desks take on brighter hues — Batik colors give many ideas and a wide choice.

HENRY BOSCH COMPANY'S ENAMELS

for Woodwork and Furniture

Henry Bosch Company's
PREMERE ENAMEL

Enamel is exceedingly popular for woodwork because of its many advantages. White and Ivory harmonize with so many wallpapers and draperies or it may be readily colored to any matching shade desired. Premere Enamel will easily demonstrate with just one trial that it is the equal in every way of the higher priced enamels. There's no use in paying more to get a fine, hard, smooth, porcelain-like finish — for Premere will give it. It's unnecessary to spend a larger sum for an enamel guaranteed not to crack, blister or turn yellow for we positively give the same guarantee with Premere. It spreads freely and easily — and dries hard in about twelve hours. Premere is furnished in gloss or egg-shell finish and comes in white and ivory. There's a panel in our Paint and Varnish Style Book showing what a beautiful finish Premere Enamel makes — ask your decorator to let you see it.

A good enamel job needs a good foundation and Henry Bosch Co.'s Enamel Undercoater is made specially for the purpose. Any enamel will look its best on the smooth, even coating that it makes.

WALLPAPER
LACQUER

Wallpaper continues its triumphal march through the home and is now in high favor also for kitchens and bathrooms. By the use of this lacquer it is entirely practical to bring into these rooms the welcome touch of color and the attractiveness of design that wallpaper furnishes. Two coats will make papered walls waterproof so that they will resist moisture and steam. It is a fine protection, too, for the other rooms in the house as it makes a surface from which dust and dirt can be wiped with a damp cloth. Wallpaper Lacquer does not discolor paper and it dries without gloss, producing only a very slight, agreeable sheen. It is easily applied with a soft brush and the covering capacity is very liberal — about 350 square feet to the gallon, two coats. A finish that has already proved its value.

FOUR-HOUR
BATIK ENAMEL

An excellent enamel for all interior uses. It is not only very easy to apply — any one can do it with a soft brush — but it's safe to use over all painted or varnished surfaces as there's no danger of lifting or dissolving the old finish. For furniture of all kinds, including porch furniture, and the very many different purposes for which a color enamel is useful around the house you'll find Batik unsurpassed. There are fourteen colors now very much in vogue in which it is supplied. A card will be sent on request showing these colors with many suggested color combinations. It also gives explicit and easily followed directions for the use of Batik.

LACQ
Dries in less than 30 minutes

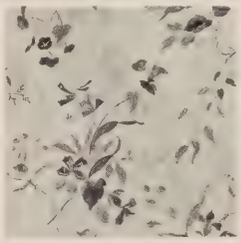
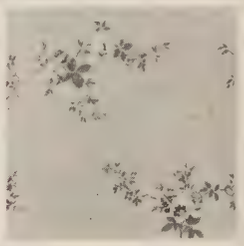
A beautiful finish that you will like because it dries so quickly that the article or surface can be back in use again almost immediately. Lacq can be used satisfactorily on furniture, floor or woodwork as well as on dozens of smaller articles around the house which you want to make colorful — vases, shelves, waste baskets, flower pots, etc. It is waterproof and cleans easily. Card showing fifteen colors — with directions for mixing other colors — on request.

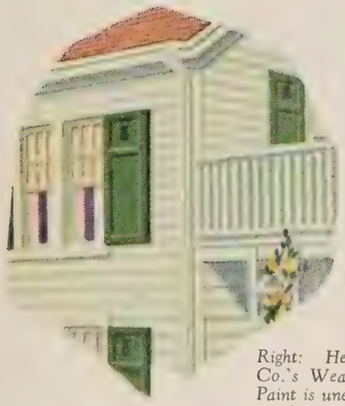
Henry Bosch Company's
FOUR-HOUR ENAMEL

Science has again stepped forward and produced in Henry Bosch Co.'s Four-Hour Enamel a finish of real worth and great convenience — and most reasonable in cost. It has the elasticity and durability that you look for in the slower drying enamels with the added virtue of completing the job quickly. The many hours' saving that can be effected by the use of this enamel is worth considering and in many cases a speedy job is necessary. Furnished only in white — but with the addition of a little tinting color you can make a large number of different shades.

COLOR HARMONY CHART

Showing How to Secure Harmony of Walls, Furniture and Accessories

	LIVING ROOM	DINING ROOM	NORTH BEDROOM	SOUTH BEDROOM
WALLS	Pastel shades of rose, tan, mauve with dashes of black and gold make this an unusual pattern of the modern trend. It's No. 458—see page 12.	A tapestry design in blues, taupes, yellow and red on a sand colored background. Best when papered with a plain tan base 20 in. high. No. 382.	 A lattice type of wallpaper with red, yellow, blue and green flowers on an ivory ground. No. 422. Attractive when paneled. See page 23 for style.	 Delicate green wallpaper with blue and rose flowers. No. 433.
WOODWORK	Ivory Enamel with a few touches of black, such as the edging of the fireplace, black doorknobs and hinges.	Dull blue to match blue in wallpaper—see page 16 for similar effect.	Ivory.	Green slightly darker than background of paper.
CEILING	Buff.	Deep Cream.	Same tint as woodwork.	Ivory.
RUGS	Unpatterned mauve to match mauve color in wallpaper.	Dark taupe with small figures of yellow, orange, red and dull blue.	Soft gray—blue chenille.	Deep Gray.
DRAPERIES	Linen weave in a stripe of mauve and black on a sand-colored background.	Dull blue with a wide band of orange as binding.	Blue and yellow striped chintz.	Light blue linen banded with a darker blue.
CURTAINS	Heavy sun-fast gauze—ecru color.	Ecru net.	Cream Marquisette or ruffled Voile.	Ivory net.
FURNITURE	Brown Mahogany.	Walnut or brown mahogany.	Light maple or ivory.	Mahogany or walnut or maple in antique finish.
UPHOLSTERY	Davenport in mauve color. One chair in a grayed green; one chair in black with needlework design in rose and mauve.	Dull blue and tan.	One chair in drapery chintz material. One chair or chaise lounge in dull turquoise blue.	Solid colors in green and rose.
LAMP SHADES	Cream color with edgings in black, base in copper or old gold finish.	Old ivory with dull blue and orange bindings.	Yellow with ruffles in blue and green.	Pottery base in blues and greens with the shade of light green ruffled with blue and rose taffeta.
ACCESSORIES	Cushions: Black and green. Pottery black. Black candles in dull gold holders.	Glass bowl in blue—brass candlesticks with orange candles.	Cushions: Red, yellow and green. Picture frames in green.	Cushions: Blue and yellow. Hanging bookrack: Green to match woodwork.

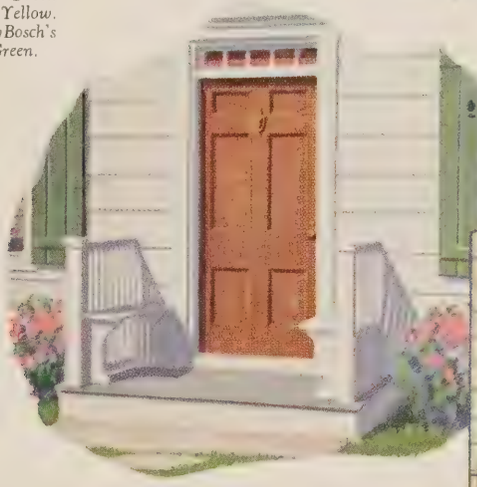


Above: For body, tint White Weather Test with Chrome Green and Chrome Yellow. Shutters, Henry Bosch's No. 18 Blind Green.

Right: Henry Bosch Co.'s Weather Test Paint is unexcelled for a white job. Wears long — cost moderate.

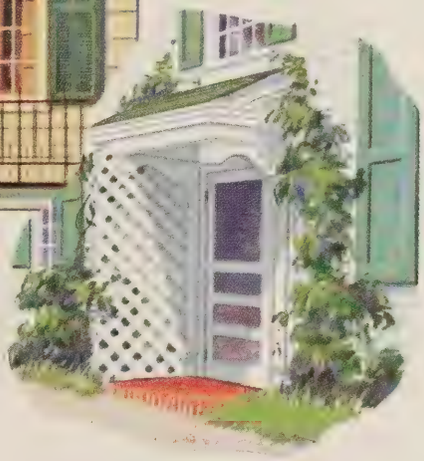
MODERN COLOR SUGGESTIONS FOR THE HOME

HAVE you noticed how cheerful and gay homes look when painted in modern up-to-date colors? Paint rejuvenates and quite as expertly transforms. The right color scheme will apparently increase or decrease the size of a house, heighten its good points and conceal its bad ones. Ask your decorator for our color card or write us for ideas or other combinations.



Above: This attractive shade is made by adding raw sienna and a little lamp black to white Weather Test.

Below: Your painter can color Weather Test to match the ivory, yellow and brown used here. The green shutters and roof contrast well.



Above: A popular color. White Weather Test and French Ochre make it. Shutters, No. 18 Blind Green.

Right: White body and Green shutters — an ever popular combination. It looks especially fine with Weather Test.

Even in this colorful day and age, white paint still retains its popularity, especially for houses of Early American or Colonial architecture. An agreeable touch of color is often found in the shutters, window boxes or other accessories.

Henry Bosch Co.'s Weather Test Paint will give you an ideal job. It dries brilliantly white, with a hard, smooth, glossy surface — beautiful to look at and exceedingly durable. Our guarantee of perfect satisfaction covers every gallon sold.

Ask your painter to show you the Weather Test Panel in the Paint and Varnish Style Book so you can see what a fine finish it makes. Weather Test comes only in white but is readily tinted with colors in oil to many of the popular shades.

Above: Attractively painted as follows: Wood body, Cream No. 508. Shutters, Sage Green No. 535. Roof, Green Shingle Stain. Brick Front, White effectively trimmed with Vermilion No. 530.

Left: A home of this type looks well with walls painted Light Ivory No. 550. Trim White. Shutters, Lettuce Green No. 506. Chimney, Maroon No. 504 or Vermilion No. 530.

This is the day of well-groomed homes and paint is a vital necessity for making them so. A shabby house hurts the appearance of a neighborhood as well as the owner's self respect — and frequently expensive repair bills result from the unprotected surface.

High quality prepared paint is the wisest choice for your home — not only because of its longer wearing qualities but for the great variety of good colors from which to select your color scheme. Ask your decorator to show you Henry Bosch Co.'s Prepared Paint card with its 30 modern colors. A fifty-year record of good service and our guarantee of satisfaction stand back of it. The color combinations described here were taken from the card — it offers an infinite variety of other combinations.

Left: Painted in Gray Tint No. 524 with white trim and shutters colorful Dark Blue No. 543.

Left: The architecture of this home lends itself with good effect to the painting of the body in two different but harmonizing colors. Upper, Fawn Brown No. 509, Lower, Rich Tan No. 542, a bright roof of Forest Green Shingle Stain, and Chimney, also porch front, in Maroon No. 504.

Left: Quite in keeping with today's idea of getting away from monotonous color schemes, the combination for this house was decided. Rich Yellow No. 541 was chosen for the body, White for the trim, between the timbers above the second story, Oak Brown No. 528, Shutters, Sage Green No. 535.

Right: Bay windows, shutters, dormer windows, gables, flower boxes, porches and other ornamental features of a building offer an opportunity to introduce most effectively, enlivening touches of color that contrast pleasantly with the other exterior painting. The Henry Bosch color card gives a wide selection of these decorative and useful colors.

HENRY BOSCH COMPANY'S
DEPENDABLE · LONG WEARING PAINTS

WEATHER TEST HOUSE PAINT

There are three important things that the user of Henry Bosch Co.'s Weather Test Paint can positively depend upon. That it will dry with a brilliantly white, smooth surface—that it will make not only an unusually good-looking but an exceedingly long-wearing job—and that our guarantee of complete satisfaction covers every gallon sold. Made of the very best grade of Pure Linseed Oil, White Lead and White Zinc it gives a hard, glossy coating that offers unusual resistance to the weather and consequently unusual durability.

The formula is on every can. You can tell exactly what Weather Test is made of. It is always uniform—invariably the same easy spreading, reliable, satisfactory paint—the kind you want.

Its generous covering capacity—350 square feet to the gallon, two coats—together with the long service it gives, makes it a most economical paint to use.

Weather Test comes in white only so that it can be readily tinted with oil colors to a great variety of attractive shades. Ask your decorator to show you the Style Book which contains an actual panel painted with Weather Test Paint.

Henry Bosch Company's PORCH PAINT

The weather is continually taking its toll of Porch Paint. Exposed to sun, rain, heat and cold, it stands to reason that a paint that will stand up under these conditions must be properly made. Henry Bosch Co.'s Porch Paint is made of carefully selected pigments, linseed oil and hard-drying durable varnishes combined in correct proportions for best results. It dries with a high gloss, is not affected by moisture and well resists the severe wear and frequent cleaning that porch floors get. You can depend upon it for good service. It is also suitable for steps, boat decks and other outdoor purposes.

You have your choice of the following suitable colors: Stone, Light Gray, Tan, Medium Gray, Light Brown and Dark Gray. We will gladly send a color card.

Henry Bosch Company's CEMENT FLOOR ENAMEL

Cement floors need no longer be unsightly nor continually dusty. Henry Bosch Co.'s Cement Floor Enamel will make them attractive, prevent dusting up and render them waterproof. Not only does it give basement floors in homes an entirely different appearance and make them easy to keep clean, but it vastly improves in every way the floors of theatres, hotels, hospitals, schools, restaurants and automobile display rooms. Oil and grease do not soften it and it successfully stands repeated scrubbing and cleaning.

It is also an excellent finish for wooden floors not exposed to the weather.

Made in the following appropriate colors: Spruce, Buff, Slate, Oak, French Yellow, Blue, Red, Green, also White and Black, it gives a wide choice to harmonize with different surroundings and to meet individual preferences.

It dries quickly, only about 12 hours being required, and covers, one coat, about 400 square feet to the gallon on wood and 300 square feet on cement. Color card will be sent on request.

Henry Bosch Company's CONCRETE PAINT

Besides serving a most useful purpose, Henry Bosch Co.'s Cement and Concrete Coating serves a decorative purpose also, for it gives a beautiful, colorful surface to cement, concrete, stucco and brick buildings.

The natural colors of these materials, with the exception of the more expensive grades of brick, are not pleasing, but you can—with this paint—change them to attractive shades of Gray, Yellow, Brown, Red and Green, also White.

Cement and similar materials have a tendency to absorb moisture—making buildings colder in winter and hotter in summer—but Cement and Concrete Coating will waterproof walls and insure a more even temperature. Applying an exterior coat even below grade will prevent sub-surface water from penetrating, and dry walls will result.

It's excellent, too, for cement floors, being waterproof and proof against grease, oil or gas. Ask for color card.

HENRY BOSCH CO.'S QUALITY VARNISHES

Popular For Their Beauty of Finish and Satisfactory Service

FLINT-LIKE AND ROCK-LIKE VARNISHES

You can't beat Flint-Like! That's the general verdict regarding this high quality, low priced floor varnish of which we have sold more than a million gallons. Its popularity as well as the satisfactory wear and service that it gives is shown by the steady repeat orders that we get. Once a Flint-Like user, always a Flint-Like user, is generally the case.

The price is considerably below the usual price for good varnish. When you can get the same good appearance and good results from Flint-Like that you get from the much more expensive varnishes, why not buy it and save the difference?

Rock-Like Varnish, the same price as Flint-Like and the same good quality in its own field, is most excellent for interior woodwork. Made especially to resist exposure, it is unsurpassed for bathrooms, around sinks or wherever extra durability is needed.

Rock-Like makes a tough, elastic finish which will not crack, blister or bloom. Dries with a high gloss or can be rubbed down and polished. Money spent for Flint-Like or Rock-Like is a most satisfactory and economical investment.

Ask your decorator to show you the panel finished with Flint-Like Varnish in the Style Book.

WAU-KON FLOOR VARNISH

A Long Service Finish

For many years Wau-Kon has held first place in the esteem of many thousand users as a thoroughly first-class floor finish. And it's one of the very best varnishes also for linoleum on account of its tough, wear-resisting qualities.

You can't do better than to use Wau-Kon if you want a varnish that will look new for a long time, resist the grueling wear that much walking over gives a floor and hold up month after month in an astonishingly satisfactory way.

Wau-Kon dries dust free in about 8 hours and can be walked on safely the following day. A varnish you're sure to like and use again.

MAR-PROOF VARNISH

A Superior Finish

How convenient it is to always have a supply of Mar-Proof Finish on hand! This all-purpose varnish can be used most satisfactorily for so many different surfaces. It's fine for floors, interior woodwork, table tops, furniture and all other inside uses.

A tough, elastic long wearing finish that is proof against all ordinary abuse; is not affected by moisture and is not damaged by alcohol, ammonia, soap suds or oil. It dries with a crystal-like gloss, is so elastic that it does not crack or check and is so hard that it is not easily marred.

An easy varnish to use because it dries dust free in two hours and in six hours is so thoroughly dry that it can be safely walked upon.

Mar-Proof is supplied in the gloss finish and also in the dull finish, the latter being suitable for final coat work on floors and woodwork where a semi-gloss or dull effect is wanted.

FOUR-HOUR VARNISH

A Real Convenience

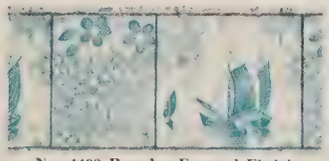
Four-Hour Varnish has been carefully and skilfully prepared to meet the present-day demand for speed. This has been done, however, without sacrificing quality and Four-Hour Varnish will prove durable and satisfactory in every way.

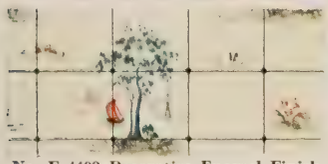
Made of special gums and by a special process, it's very pale in color, therefore extra good for light colored woods; dries with a good gloss and well withstands moisture. Suitable for floors, interior trim, furniture or linoleum it dries so soon that two coats can be applied the same day or when one coat is applied over floors, the floors can be used the same day.

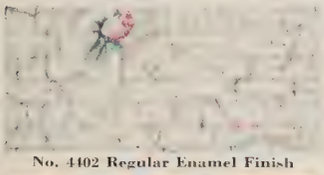
When work must be done quickly for any reason or where rooms in constant use cannot be well spared for the slower drying varnishes to be applied, Four-Hour Varnish will be found invaluable.

Think of getting the job over and out of the way and everything back in place in a day!

SANITAS
MODERN
WALL COVERING


No. 4403 Regular Enamel Finish


No. F 4409 Decorative Enamel Finish

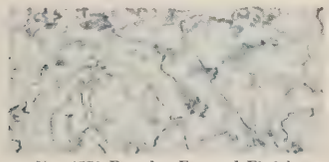

No. 4402 Regular Enamel Finish

No. F 4404 Decorative Enamel Finish

No. 4537 Regular Enamel Finish

No. F 4414 Decorative Enamel Finish

No. F 4400 Decorative Enamel Finish


No. 4570 Regular Enamel Finish

No. F 4411 Decorative Enamel Finish

Reproduction of No. F-4406. A French Modern Art Glazed Tile. The main figure is in rich blue composed of leaves through which intertwine holly stems with buds.

SANITAS

MODERN WALL COVERING

Styles for every room in the house

THESE are just a few of the many attractive glazed tile patterns to be found in the Twenty-fifth Anniversary Line.

Sanitas is the original washable wall covering—all it needs to freshen it up at any time is a sponge and warm water. Strengthens cracky walls and ceilings. Fine for covering wallboards of any kind.

A few beautiful effects showing Decorative Sanitas, suitable for upstairs and downstairs rooms, are shown on the reverse side of this sheet.

Sanitas is just the wall covering you have been looking for—it is an easy matter to keep your house looking clean and inviting with Sanitas on the walls and ceilings.

One 3-yard roll of Sanitas has the same covering capacity as a single roll of wall paper.

No. 4541 Regular Enamel Finish

No. 4521 Regular Enamel Finish

Decorators may obtain a

SANITAS SAMPLE BOOK

free on request

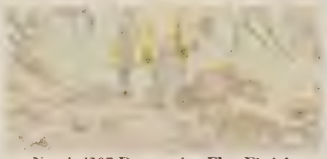
For your own protection insist on seeing this trade mark SANITAS STANDARD STP TEXTILE PRODUCTS BRAND REG US PAT OFFICE It is printed on every roll of genuine Sanitas

SANITAS
MODERN
WALL COVERING

Reproduction of No. A-4129. No miniature illustration can do justice to this magnificent Colonial Toile de Jouy motif which is a masterpiece of hand engraving. The pattern is appropriate for almost any room.

No. A 4141 Decorative Flat Finish

No. A 4111 Decorative Flat Finish



No. A 4107 Decorative Flat Finish

No. C 4123 Decorative Flat Finish

No. C 4151 Decorative Flat Finish

No. A 4146 Decorative Flat Finish

No. B 4115 Decorative Flat Finish

No. C 4114 Decorative Flat Finish

No. A 4168 Decorative Flat Finish

No. A 4160 Decorative Flat Finish

New and Beautiful Styles in

SANITAS

MODERN WALL COVERING

CELEBRATING the Twenty-fifth Anniversary of Sanitas, there have been created the most attractive designs in this washable cloth wall covering.

Sanitas is made with a fabric foundation to give it strength and when pasted to walls and ceilings serves as a protection to the plaster.

There are styles for every room in the house to suit every taste, from period to modernistic.

The patterns shown here are made in flat finish and fine pastel tones.

A 3-yard roll covers the same area as a single roll of wall paper.

Decorators may obtain a Sanitas sample book free on request.

Priced by the Single Roll
48 inches wide
3 yards long

For your own protection insist on seeing this trade mark SANITAS STANDARD STP SERVICE PROTECTED BRAND REG. U.S. PAT. OFFICE It is printed on every roll of genuine Sanitas

BROCADE FINISHES

No. 4716, Metalline Brocade

No. 4783, Metalline Brocade

No. 4717, Metalline Brocade

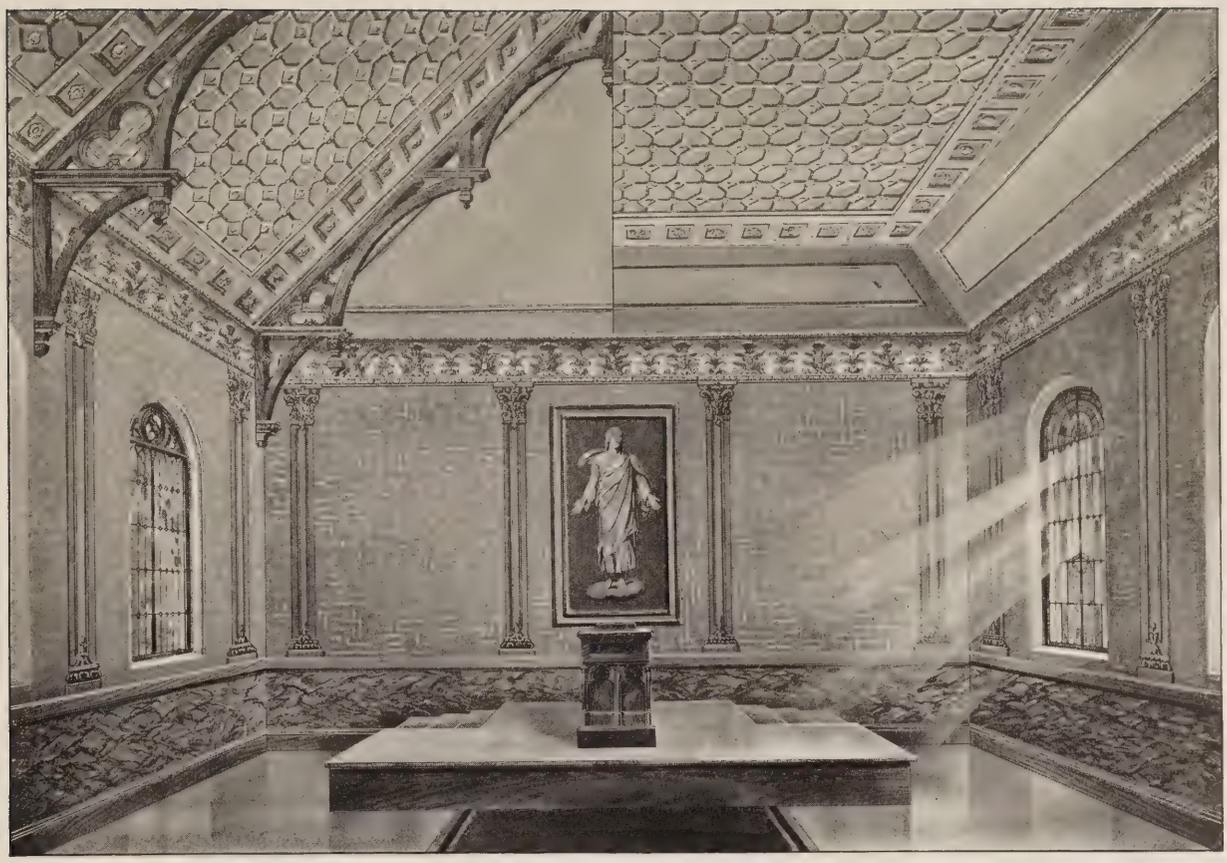
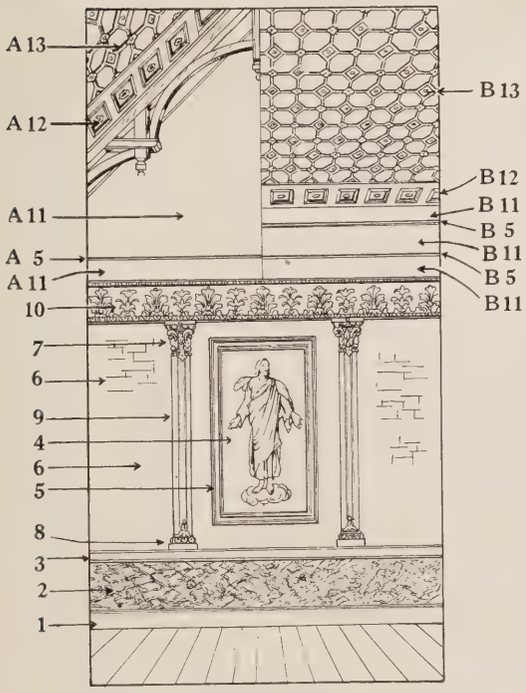


PLATE No. 15



KEY PLATE

This arrangement and color scheme is appropriate for decorating churches, public libraries, Justice Court Rooms, theatres, lodge, Legion and assembly halls, also other interiors where public functions are held and represents one of the old classic architectural styles used so much in Europe.

CHURCH DECORATIONS

An Effective, Ecclesiastical Arrangement

THE following arrangement is composite. If the ceiling is high Gothic, plan the ceiling as shown for the "A" half and in case the ceiling is hipped, then follow the plan of "B." See Key Plate.

SPECIFICATIONS—Plate No. 15

SPACE No. 1—Represents the baseboard.

SPACE No. 2—Dado, you may use Linowall No. 178-TC, paint, burlap, oatmeal or harmonella.

SPACE No. 3—Dado rail, use our 3" chair rail No. 149-M @ 11¢ per foot in unfinished basswood and paint to suit the balance of the woodwork.

SPACE No. 4—Pulpit decoration, Sermon on the Mount @ $10.00.

SPACE No. 5—Panel extension for framing pulpit decoration and all other panels—use No. 3907 @ $1.00 per roll of 48 yards. Use two widths.

SPACE No. 6—Wall, use No. 8195 @ 65¢ or you may substitute No. 8196 @ 65¢ per roll.

SPACE No. 7 and 8—use caps and bases No. 3910 @ 25¢ per set.

SPACE No. 9—Column, use No. 3909 @ $1.00 per roll of 16 yards.

SPACE No. 10—Frieze, use No. 3908 @ $1.00 per roll of 8 yards.

SPACE No. 11—Use No. 3850 @ 60¢.

SPACE No. 12—Ceiling stile, use No. 3906 @ 45¢ per roll.

SPACE No. 13—Ceiling field, use No. 3920 @ 50¢ per roll.

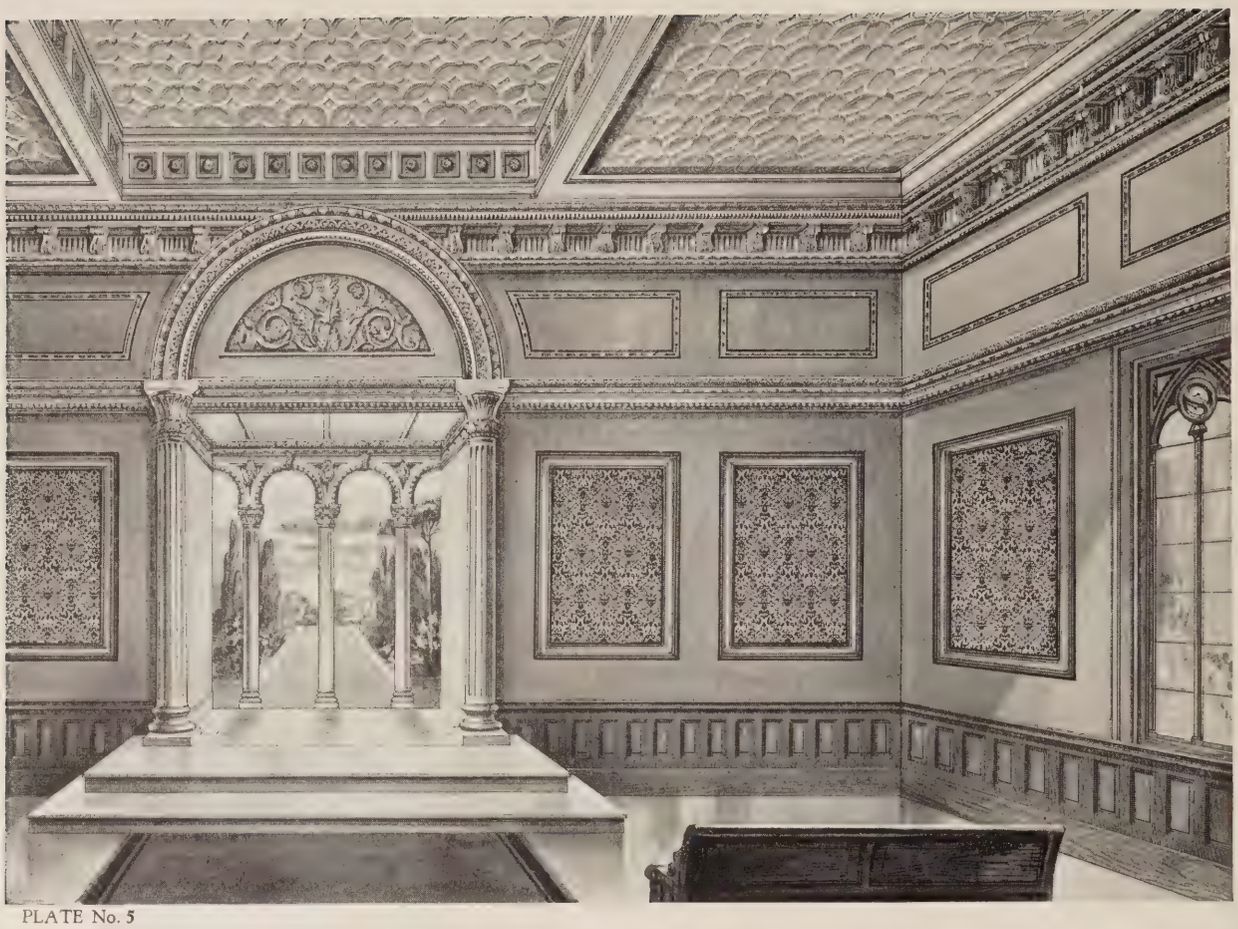
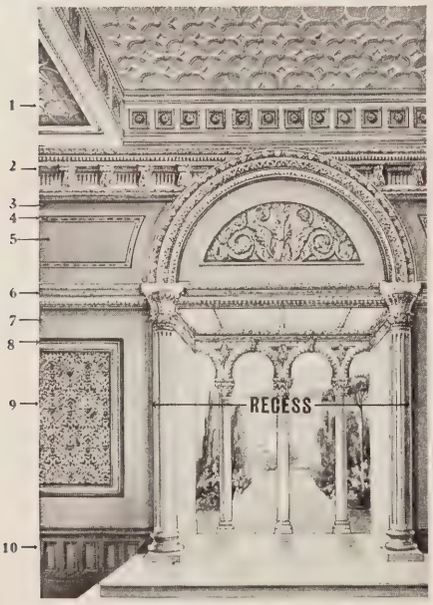


PLATE No. 5

CHURCH DECORATIONS

THE recess shown in the above illustration is composed of paper hangings applied to a flat wall and looks like an actual recess. It is easy to hang as a working plan is supplied with each one. The recess represents a space 9½ feet wide by 13 feet high. These measurements need not be strictly adhered to, if space does not permit. If height will not allow the entire recess being used, the arch and scroll can be omitted (Nos. 3R - 4R). The exact scene shown back of columns can not be supplied—each one is different.



KEY PLATE

Key Plate Guide

RECESS

No. 1-R. As shown in plate entire. This includes the two French floral panels.....$22.00

No. 2-R. As plate, but without floral panels, plain tint being substituted.....$13.00

No. 3-R. As plate, but without arch and scroll, floral panels are included.....$18.00

No. 4-R. As plate, but without arch or scroll, or floral panels, plain tint being substituted for the latter $10.00

State color required, brown or gray.

Recess material is not returnable.

The large outer columns, arch and scroll, are made in one coloring only — gray with brown shading, and this is used with either the brown or the gray regular decoration.

BROWN

No. 1 Ceiling Field. No. 3905, per roll.....$ .50
Ceiling Stiling, if desired, No. 3913, per roll .60

No. 2 Wall Frieze, No. 3727, per roll..... 1.50

No. 3 Panel Stiling, No. 3852, per roll..... .60

No. 4 Panel Binder, No. 4012, per yard..... .06

No. 5 Panel Field, No. 3852, per roll..... .60

No. 6 Extension, No. 3807, per 8-yard roll.. 1.50

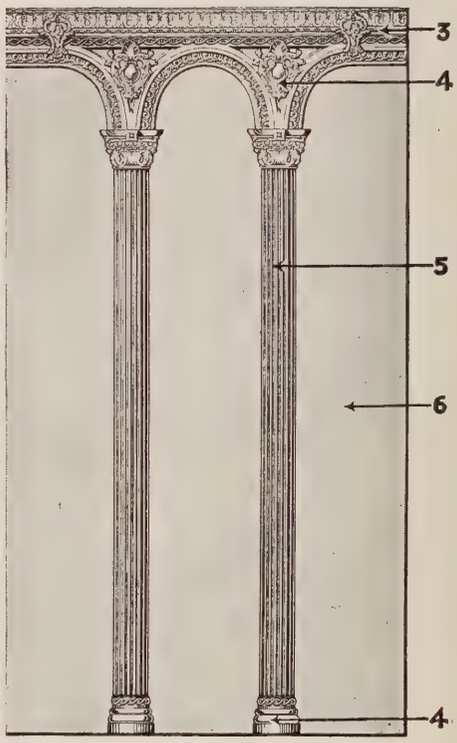
No. 7 Wall, No. 1071, per roll..... .18

No. 8 Panel Border, printed on same roll extension (See No. 6) 16-yard roll, No. 3807.

No. 9 Panel Field, No. 3849, per roll..... .60

No. 10 Dado—Can be of Lin-o-wall, Oatmeal, Harmonella, Burlap, Onyx effect, or Paint.

NOTE: Wall stiling can be plain oatmeal or any of the plain or nearly plain effects. Note that price of panel border, space 8, is included in price of extension, space 6, because it comes on same roll.



BROWN

This shows how columns with cap and base may be used instead of wall panels in Plate No. 5.

Nos. 3-5 Extension, 8 yards. Column, 16 yards to roll.
No. 3807, per roll.....$1.50

Nos. 4-4 Cap and Base, No. 3808, per set of 1 cap and 1 base. .25

No. 6 Figured Wall, No. 3849, per 8-yard roll..... .60
Plain wall can be used, if preferred.

HOW PAINT AND KALSOMINE CAN BE USED WITH STENCILS

THE following arrangement and color scheme is appropriate for churches of all denominations. All colors that are specified are for flat paint. In the event oil paint or kalsomine is wanted, you may select similar colors.

SPECIFICATIONS for Plate No. 12

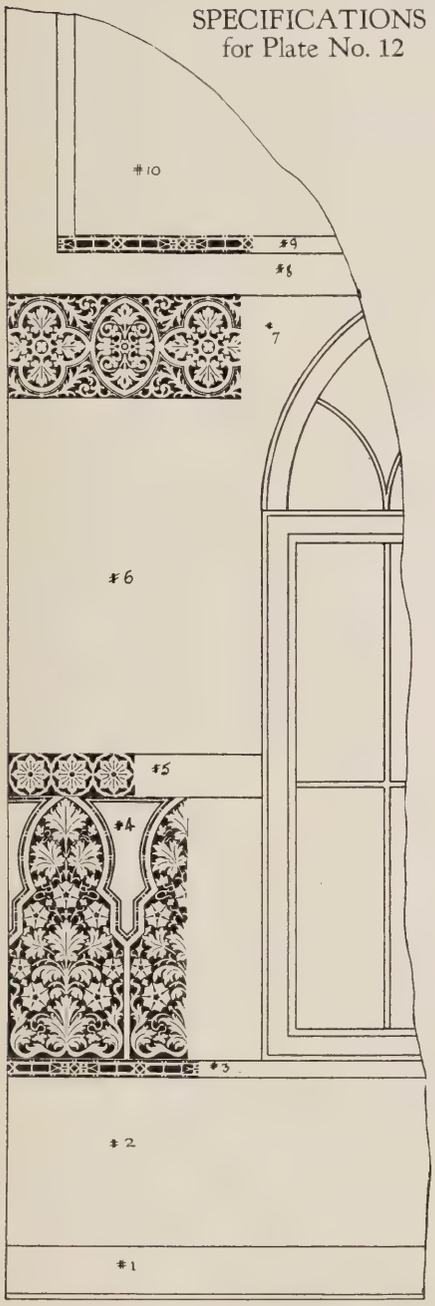


PLATE No. 12

Space No. 1—Baseboard.
Space No. 2—Dado, use color No. 45 or use Linowall and paint.
Space No. 3—Dado rail, make ground color with No. 45—when dry stencil with R-3776, using color No. 92 for stencil.
Space No. 4—Lower main wall, make with color No. 40—when dry, use stencil No. 386-R, using color No. 93 as stencil color.
Space No. 5—Use color No. 40 as ground color, when dry use stencil R3606, using color No. 93 as stencil color.
Space No. 6—Upper wall, use color No. 63. In cases where a Catholic church is being decorated, this space can be used for the Station of the Cross.
Space No. 7—Frieze, use color No. 63 as the ground color—when dry use stencil R391, using color No. 93 for stencil and place at the angle of the ceiling.
Space No 8—Stiling, use color No. 66.
Space No. 9—Ceiling extension, No. 66 for ground color, when dry, use stencil R3776, using color No. 70 for the stencil.
Space No. 10—Ceiling field, use color No. 34.

You may lay out the ceiling in one large or two or four small panels.

SPECIFICATIONS for Plate No. 13

Space No. 1—Baseboard.
Space No. 2—Dado, use color No. 45 or you may use Linowall and paint to suit the woodwork.
Space No. 3—Dado rail, No. 45 for the ground color, when dry, use stencil No. 511, using color No. 92 for the stencil.
Space No. 4—Lower wall, use color No. 63.
Space No. 5—Panel border, make ground with color No. 63, when dry use stencil No. 1806—use color No. 93 for stencil.
Space No. 6—Use color No. 63—in cases where a Catholic church is being decorated, the Stations of the Cross may be substituted for color No. 63 in space No. 6.
Space No. 7—Lower wall frieze, make the ground with color No. 63 and when dry use stencil No. 577, using color No. 70 for the stencil.
Space No. 8—Upper wall, use color No. 66.
Space No. 9—Frieze, make the ground color with No. 66, when dry use stencil No. 554, using color No. 93 for stencil.
Space No. 10—Ceiling stile, use color No. 66.
Space No. 11—Ceiling extension, make the ground color with color No. 66—when dry use stencil No. 509, using color No. 70 for stencil.
Space No. 12—Ceiling field, use color No. 34.

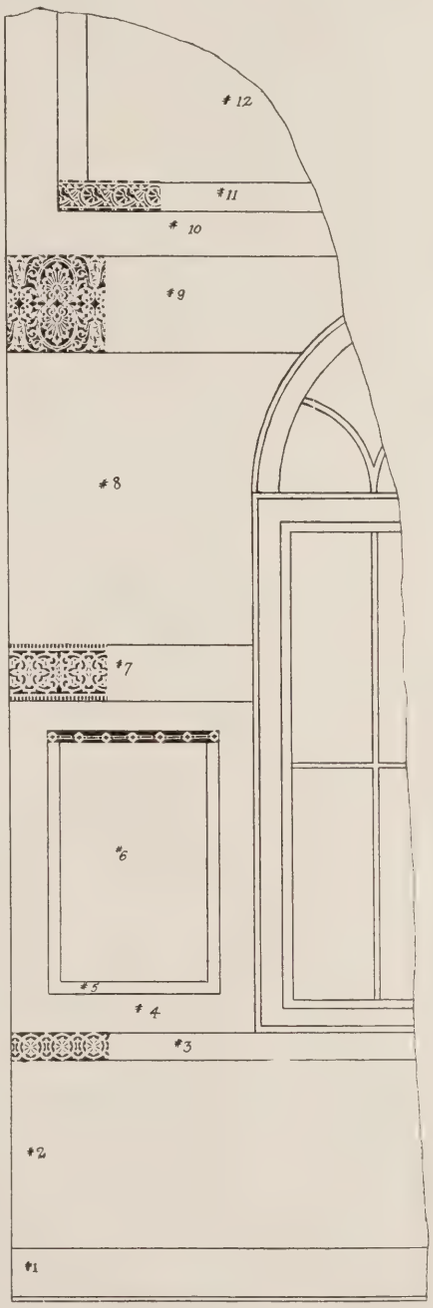


PLATE No. 13

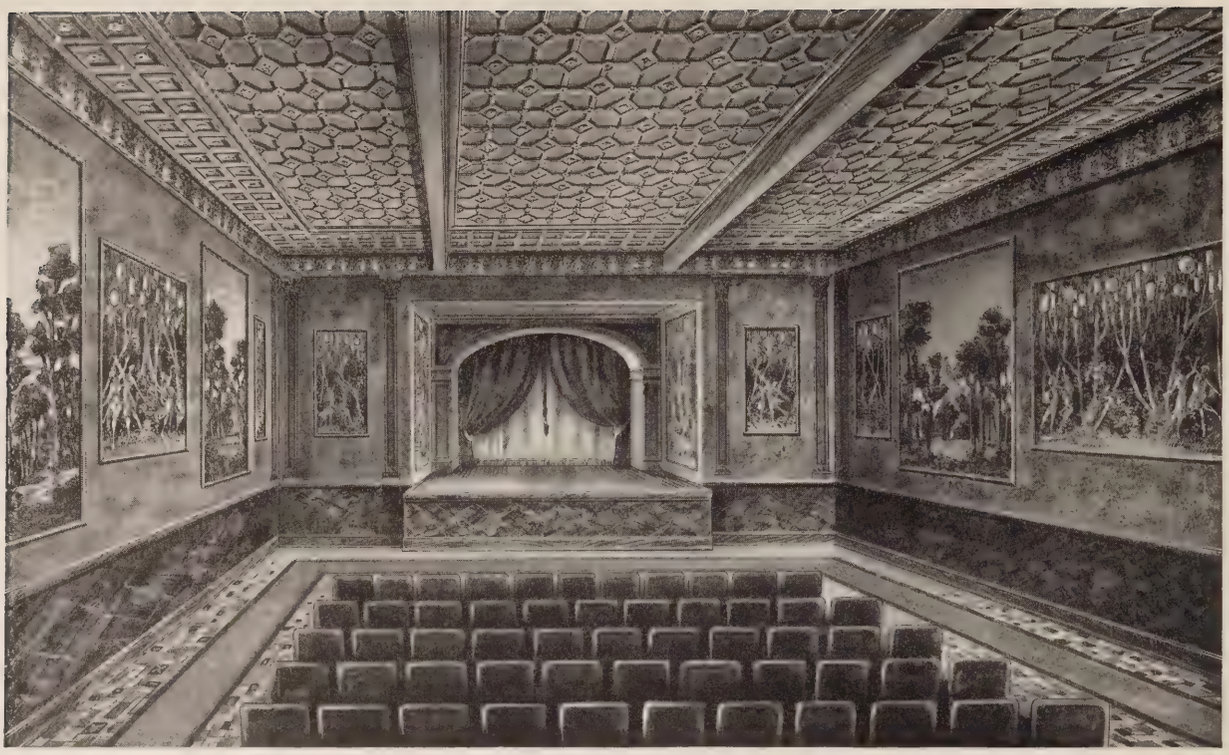


PLATE No. 11

THEATRE DECORATIONS

A Thoroughly Modern Arrangement of Good Taste

THE following arrangement and color scheme is suitable for decorating theatres, moving picture houses, cafes and cabarets, lodge and American Legion halls, high school assembly halls and all other auditoriums where public functions are held.

SPACE No. 1—Represents the baseboard.

SPACE No. 2—Wainscoting, use any of the following:
Italian Marble substitute @ $3.00 per roll,
Onyx substitute @ 65¢ per sheet,
Lin-O-Wall @ $2.40 per roll, or paint.

SPACE No. 3—Chair rail, use our No. 149-M, 3″ unfinished basswood @ 11¢ per ft. and finish to suit the balance of the woodwork or you may cover it with the black marble. (See note to right by our expert.)

SPACE No. 4—Walls, use No. 1068 @ 36¢ per roll.

SPACE No. 5—Panel moulding, use our No. 45-M, 1½″ in unfinished basswood @ 5¢ per ft. and finish in ivory enamel.

SPACE No. 6—Panel field, use the Dance of the Nymphs, section A @ $5.00 per sheet, section B @ $5.00 per sheet and section C @ $2.00 per sheet.

SPACE No. 7—Panel field, use the Dance of the Nymphs, section C @ $2.00 per sheet.

SPACE No. 8—Panel field, use the Autumn color of the Trees, No. 10014 @ $23.00 per set, covering a space of 10′ high by 10′ long. The height can, however, be reduced to 6′ 9″ by cutting off part of the sky line. We do not break sets.

SPACE No. 9—Column, use No. 3909 @ $1.00 per roll.

SPACE No. 10—Cap and base, No. 3910 @ $0.25 per set.

SPACE No. 11—Frieze, use No. 3908 @ $1.00 per roll.

SPACE No. 12—Ceiling stile, use No. 3906 @ 45¢ per roll.

SPACE No. 13—Ceiling extension, use No. 3907 @ $1.00 per roll, use two widths.

SPACE No. 14—Ceiling field, use No. 3920 @ 50¢ per roll.

SPACE No. 15—Stage ceiling stile, No. 1071 @ 18¢ a roll.

SPACE No. 16—Stage ceiling field, use No. 3920 @ 50¢ or use No. 1070 @ 18¢ per roll.

SPACE No. 17—Stage wall panel, Dance of the Nymphs Section C @ $2.00 per sheet.

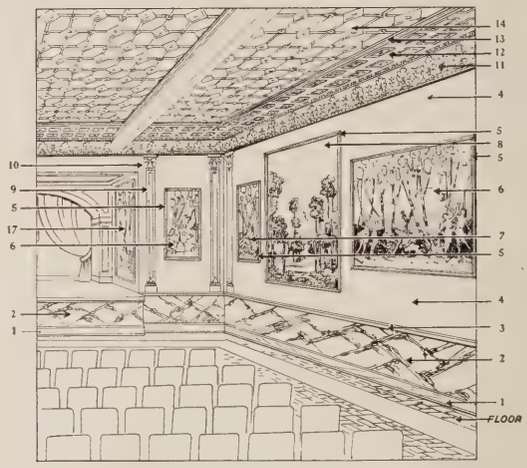


PLATE No. 11

Special Note by Our Decorator

In hanging marble or Onyx substitute, place them on the walls in vertical strips to represent slabs, leaving a space of 1/16 of an inch between the strips which will give them the appearance of having a cement line between them. Now cover the 3″ chair rail with the same material, leaving 1/16 of an inch between the joints, arrange the seams of the chair rail so that they always come half way between the seams of the dado. Now place a nickel plated washer and round headed screw on each side about two inches from the joint on the chair rail and you will have produced a decoration which will stand as a great credit to you.

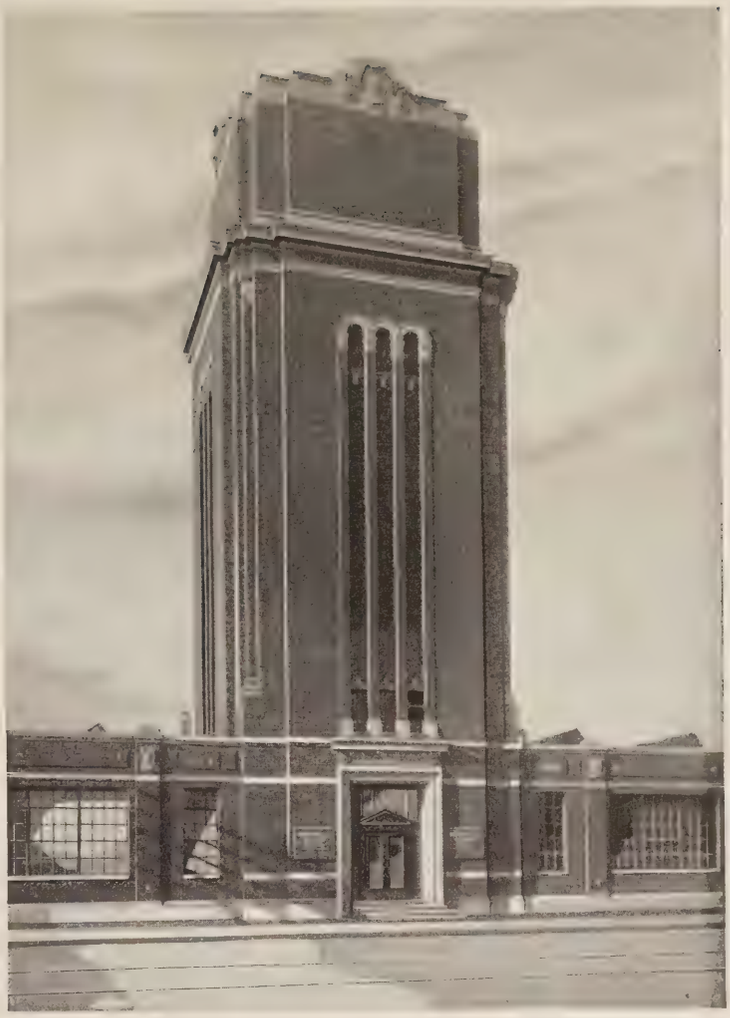
WHERE HENRY BOSCH CO.'S WALLPAPER IS MADE

One of America's Largest Wallpaper Factories
Annual Capacity, Fifteen Million Rolls

Taking their inspiration from many different sources, artists create the patterns and color combinations.

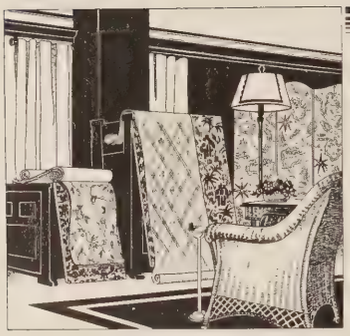
A clay coating is put on the raw stock to prevent the colors sinking in. The first operation in the printing process.

A battery of huge presses capable of printing twelve colors at once insure our customers a constant supply of our many patterns.



A quarter of a mile of freshly printed wallpaper looped on racks and drying quickly in a superheated room. It is afterwards made into rolls—the form in which it comes to you.

Thousands of rolls of finished wallpaper of many hues and many patterns ready for shipment. Not only do Bosch papers decorate millions of American homes but they go to Japan and other distant lands.



Come to Our Store
or Ask Your Decorator
to Show You

BOSCH
WALLPAPER

AT our four stores conveniently located in Chicago, New York, Boston and Newark, you will find a most complete and excellent collection of modern wallpaper and we invite you to view this exhibit.

Thousands of decorators throughout the country handle Bosch Wallpaper and are glad to serve you. Or if you will write our nearest showroom (see list below) we will willingly aid you in securing any pattern of wallpaper you desire.

HENRY BOSCH COMPANY

525 S. Wabash Ave. CHICAGO ❖ 71 West 45th St. NEW YORK ❖ 118 Summer St. BOSTON ❖ 24 Central Ave. NEWARK